



South Dakota Department of Health

WIC Program

Retailer's Note – September 2007

EFFECTIVE NOVEMBER 1, 2007

DATE OF USE BOX

DATE OF USE – As of November 1, 2007 the WIC program will begin to return checks to retailers if the date of use box on the front of all WIC checks is not completed. As with all other returned WIC checks you will need to call the State Office for authorization to redeposit. Complete this box with the date the WIC check is cashed at your store; not only does this ensure that the check is not taken before the issue or after the expiration dates, but it is a pre-audit on all WIC checks conducted by our bank.. In addition because most banks have gone to an electronic system of check imaging many times the endorsement date on the back of the check becomes distorted and unable to read. Please reinforce the date of use box in training cashiers in the WIC check redemption process.

DATES ON WIC CHECKS

You will see a few WIC checks that have extra days allowed between the issue and expiration dates. This is OK! Remember unless the date has been altered by someone, the extra days are allowed at the Local WIC Office.

WIC SHELF TAGS

With the recent deletion of some formulas from the WIC Program this is a reminder to **please remove shelf tags** from these formulas (see the list below). Even though WIC participants are not given these formulas on their checks, they see the shelf tags and continue to question why they can not get them.

Enfamil with Iron – powder, conc. RTF
Enfamil Lipil low Iron – powder, conc., RTF
Nestle Good Start Essentials – powder
Nestle Good Start Supreme – powder, conc., RTF
Similac with Iron – powder, conc., RTF
Similac low Iron – powder, RTF
Similac Advance – powder, conc., RTF
Similac 2 Advance – powder
Similac Isomil – powder, conc.,
Similac Isomil Advance – powder, conc., RTF
Similac Isomil 2 Advance – powder
Similac Lactose free Advance – powder, conc., RTF

TWO NEW SPECIAL FORMULAS

Please note the addition of these special formulas to the WIC Program.

- Enfamil Next Step Powder – UPC 0087140151 24 oz can
- Enfamil Next Step Prosobee LIPIL Powder – UPC 0087140944 24 oz can

REMOVAL OF FORMULAS

Effective October 1, 2007 these formulas will be removed from the program:

Neocate Infant (Nutricia) Powdered UPC 4973500804

Similac Alimentum Advance (Ross) Powdered UPC 70074576640 and RTF UPC 70074575131

INFANT CEREAL

There is a new Gerber Infant Cereal that contains DHA/ARA. If this cereal is on your shelf please inform staff that it **IS NOT** allowed on the WIC Program. The only cereal allowed is the plain/dry barley, mixed, oatmeal and rice.

PRICE LIST UPDATES

Remember to continue sending us your price list updates. It is important that all retailers with price increases and significant decreases send them in as soon as possible. These prices are used to figure an average price per food item within each peer group. If we do not receive the updates the peer group averages will not reflect price increases.

REMINDER - UPCOMING FOOD SHOPPING GUIDE CHANGES

As was stated in the July 2007 Retailer Note, every year we review the approved foods on the Food Shopping Guide. The new Guide this year will come out January 1, 2008. We have been told that a final rule for food package changes is anticipated to be released in September 2007. There are several additions of new food products and some reductions in some of the current foods that are issued.

- **Proposed Additional Foods:** Canned pink salmon, fruits and vegetables, infant fruits, infant vegetables and infant meat, whole wheat bread, and soy milk.
- **Proposed Reduction/Elimination:** Infant juice and infant cereal, eggs, cheese, milk and low iron formula.

FOOD SHOPPING GUIDE

The South Dakota WIC Food Shopping Guide is to be accessible by each register. If you need more copies please contact Renee Osterkamp. For quick reference you can also access it through the Department of Health Website.

<http://doh.sd.gov/WIC/PDF/foodGuide2006.pdf>

Thank you for your continued support in making the WIC Program a success!!

WIC Retail Management Staff

Dawn Boyle, MIS/Retailer Specialist
Telephone 773-4792
FAX 773-5683
Dawn.Boyle@state.sd.us

Renee Osterkamp, Retail Coordinator
Telephone 773-4782
FAX 773-5683
Renee.Osterkamp@state.sd.us